

HUNTERS of HELMSLEY

Press release



Great British Bake Off

A local deli is reporting seeing sales of home-baking products soar since the start of the second series of the popular BBC show 'The Great British Bake Off'.

Residents local to the Hunters of Helmsley deli appear to have been so inspired by the show that sales of cake decorations, along with baking essentials such as flour, marzipan and dried fruit, have gone up by almost 50%.

The Great British Bake Off sees 12 amateur contestants battle it out to be crowned the best baker. With challenges already seeing the wannabe chefs tackle cupcakes, pastry, Battenberg cake and quiche, it seems North Yorkshire has been motivated to follow suit and give baking a bash.

Christine Garnett, owner of Hunters of Helmsley, said: "Our baking products are always popular, but in the last two weeks, since the first show in the new series aired, we've been inundated with people coming in and asking for everything from flour to some of our more specialist baking ingredients such as vanilla bean paste and peppermint extract. The Divine Deli Decorate! range has been particularly popular - it includes everything you need to decorate the most beautiful cupcakes, sponges or biscuits - from Lemon Yellow Crunch and Finest Cocoa Nibs to Strawberry Pearl Sprinkles and White Chocolate Crisp Balls."

"We've also seen quite a few people coming in with children so it's nice to think people are baking with their children and grandchildren - hopefully passing on some cookery expertise through the generations!"

Hunters is based in an iconic grade two listed building on the Market Place in Helmsley and is open seven days a week.

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